

CARAVAN SALON Düsseldorf 2021: The whole world of caravanning

Leading trade fair for motorhomes, caravans and equipment with significant growth / Important signal for the trade fair industry

CARAVAN SALON invites you to the industry highlight of the year in Düsseldorf from 28 August to 5 September 2021 (trade visitor day on 27 August). The world's leading trade fair for motorhomes, caravans and equipment is already taking place for the 60th time.

„Messe Düsseldorf and the Caravanning Industry Association (CIVD) are looking forward to the anniversary with optimism and confidence. The prospects for opening up trade fairs, which NRW Minister of Economic Affairs Andreas Pinkwart recently presented to the public, as well as the development with rising vaccination rates and the associated falling incidence rates, make us positive that we will once again send an important signal to the Europe-wide trade fair industry by holding the CARAVAN SALON in late summer. The hygiene concept under the motto "PROTaction", which worked excellently last year, will again serve as the basis for successfully running a trade fair in times of Corona. We are very well prepared and will do our best to make this year's CARAVAN SALON once again an unforgettable experience with the highest possible hygiene standards," says Erhard Wienkamp, Managing Director of Messe Düsseldorf.

The expected relaxation of travel regulations is also a positive sign for those responsible, as interested parties from all over Europe are expected to attend the Trade Visitors' Day again this year. "The conditions for an eventful fair are good. Caravanning and nature tourism are finding more and more enthusiastic followers. A visit to our trade fair offers the best opportunity to see all the vehicle innovations live and to find out about exciting destinations as well as the technical innovations in the accessories and equipment sector," Wienkamp adds.

Stage for trends, innovations and new products

In 2021, visitors to Düsseldorf can once again expect a unique selection of mobile leisure products. Compared to the previous year, three additional halls will be occupied, there will be a significant increase in floor space and the number of exhibitors will rise by around 75 percent. "These growth rates underline the fact that the CARAVAN SALON serves as the impulse



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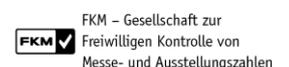
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generator for the industry and is indispensable as an annual sales platform for the caravanning industry. The trends, innovations and new products for the coming season are presented in Düsseldorf. We are particularly pleased that many exhibitors who had refrained from participating last year have returned," says Stefan Koschke, Project Director Caravaning & Outdoor."

"Around 500 exhibitors will show the whole world of mobile travel on an area of more than 200,000 square metres. In 13 halls and on the open-air site, they present the world's largest selection of caravans, motorhomes, campervans, vehicle technology, components and extension parts, tents, mobile homes, caravanning and camping accessories & equipment, outdoor clothing and equipment, tourism destinations as well as nature regions, camping and site offers.

Trade fairs an indispensable sales platform

"Caravanning as a form of holiday has been experiencing enormous and continuously growing popularity for almost a decade. The Corona pandemic has once again strengthened the trend towards individual, self-sufficient holidays and regional travel," says Daniel Onggowinarso, CIVD Managing Director. "Motorhomes and caravans are emotional products. Potential customers want to see and touch the vehicles 'live', this cannot be done digitally. Real product presentations accelerate purchase decisions considerably, as the great success of CARAVAN SALON in recent years proves. Face-to-face events such as trade fairs are indispensable sales platforms and opportunities for staging brands and products. This is all the more true for a medium-sized industry like ours."

Compact and connected - leading trade fair shows numerous innovations

Since almost all exhibitors who cancelled their participation last year are returning to the Düsseldorf exhibition halls, almost all renowned, international manufacturers are once again presenting the entire product portfolio. Several new brands are also celebrating their world premiere in Düsseldorf this year. From compact models for beginners to luxury motorhomes that leave nothing to be desired, as well as expedition vehicles for off-road use, everything will be on show. "CARAVAN SALON is and remains the best platform to get a comprehensive yet condensed overview of the market - especially for newcomers to caravanning who have a need for more in-depth information," says Onggowinarso.



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The leading trade fair in Düsseldorf is the date when the industry presents its technical innovations and new products. The networking of various devices in vehicles continues to be a defining trend. In the caravan segment, which in previous years was somewhat overshadowed by the record sales of motorhomes, the range is growing. Interest among younger target groups, especially young families with parents between 35 and 45 years of age, has increased strongly. All body types of motorhomes are in high demand, compact models stand out once again: with easy handling, clever stowage options and attractive entry-level prices, they are particularly appealing to younger buyers and caravanning newcomers. Ever new layouts and equipment options offer the possibility to design the vehicle according to individual preferences, and customers can also choose from a wide range of basic vehicles.

New hall layout

The growth rate of CARAVAN SALON compared to the previous year as well as the integration of the travel, nature and outdoor areas into the Equipment & Outdoor and Travel & Nature theme worlds make a structural change in the hall layout necessary.

Hall 3 will be integrated into the circuit for the first time and will be home to exhibitors from the TRAVEL & NATURE and EQUIPMENT & OUTDOOR sections. The range of products in Hall 3 will be enriched by manufacturers and dealers for tents and awnings as well as direct sales.

Hall 17 is back this year and will be completely occupied by motorhomes. More than 220 exhibitors in the TECHNOLOGY & COMPONENTS section strengthen the B2B section of the CARAVAN SALON and thus lead to the reintegration of Hall 14. Exhibitors from the areas of vehicle technology, components and parts can thus be found in the Halls 13 and 14.

The largest increase in space will be generated by suppliers of campervans, so that Halls 12 and 15 will be completely available for exhibitors from this segment.

Hall 5 will remain the home of the PREMIUM segment with luxury models, liners and off-roaders. As usual, caravans and motorhomes will be on show in Halls 1 and 4, 9 to 11 and 16 and 17.

Digital supplements



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In addition to the real possibilities of a trade fair, CARAVAN SALON also offers digital supplements such as matchmaking, web sessions, video showrooms and a hybrid forum in the tourism sector for the first time. "In virtual meeting rooms, trade visitors and of course end consumers can get in touch with manufacturers. We will also install a virtual platform in the tourism sector with "Travel & Nature connected" and make interesting tourism lectures available online to people who cannot be present in person at the fair. In addition, a technology forum is planned in the B2B area, where companies in the accessories sector can present themselves online with videos and virtual showrooms. With these steps we are developing the CARAVAN SALON platform for the future and offer exhibitors and visitors the best of the analogue as well as the digital trade fair world", says Project Director Stefan Koschke. All web sessions will also be available on demand in a video library after the trade fair.

Current information and news can be found online at www.caravan-salon.com

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